

Heineken Draught Keg lands in Singapore from 30 November: 5 litres, 30 days once tapped

Description

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The Heineken Draught Keg is heading to Singapore supermarkets from 30 November 2026, just in time for festive hosting. The portable 5-litre keg holds Heineken draught beer and keeps for up to 30 days once tapped, so a draught pour is ready whenever the next gathering rolls around.

Heineken Draught Keg: what you get

The keg is pitched as a way to bring the bar experience home. At five litres, it is sized for get-togethers with family and friends rather than a one-off party, and the 30-day shelf life after tapping means you do not have to finish it in a single night.

Where to buy and the free lamp offer

- **Availability:** participating retail outlets and online via RedMart, from 30 November 2026, while stocks last.
- **Festive gift:** spend at least S$68 on Heineken products at participating FairPrice, Sheng Siong and Cold Storage outlets and receive a complimentary Ambient Table Lamp worth S$39, while stocks last.

Our take

For hosts planning Christmas and year-end gatherings, a keg is an easy centrepiece, and the S$68 threshold for the lamp is within reach if you are stocking up anyway. As always, drink responsibly. If you are shopping around for festive supermarket deals, our earlier Sheng Siong and Cold Storage deals round-up shows how these promotions usually run, and our Black Friday 2026 guide covers the other sales ending soon.

Image: Heineken Singapore. Information from a media alert issued by AKA Asia on behalf of Heineken.

Date Created

27/11/2026
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